

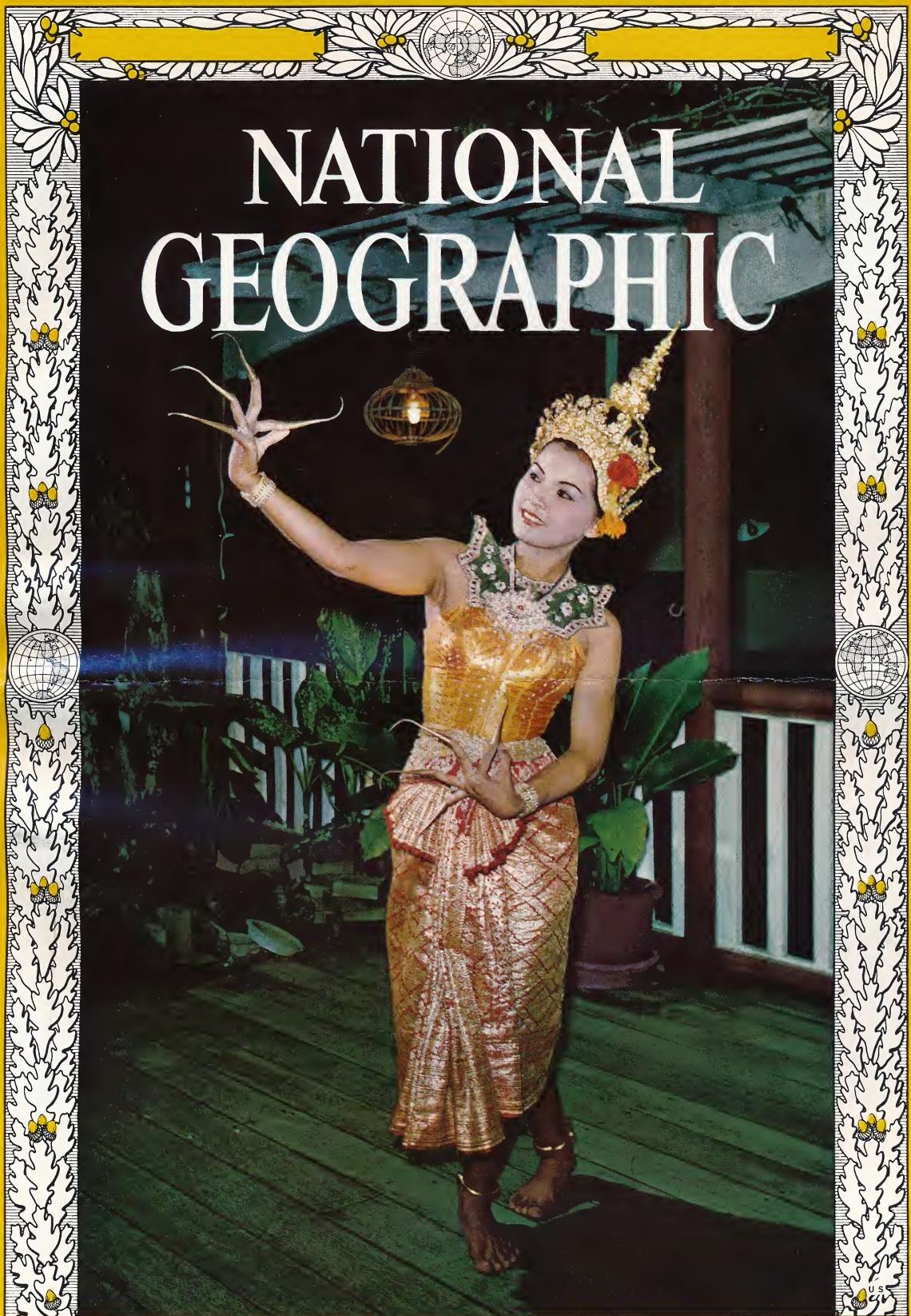
National Geographic Society

WASHINGTON, D.C. 20036



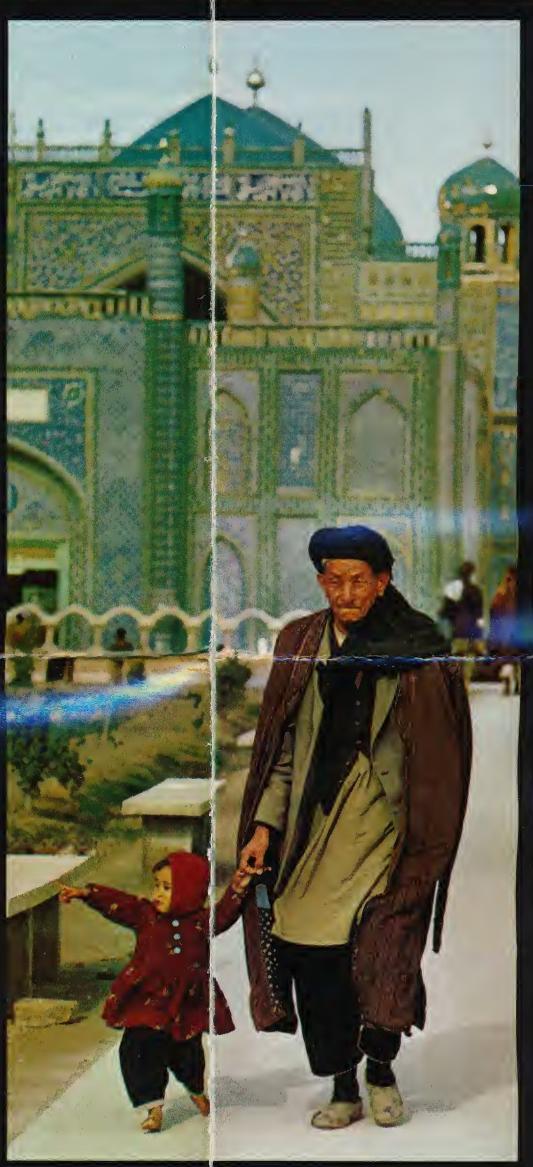
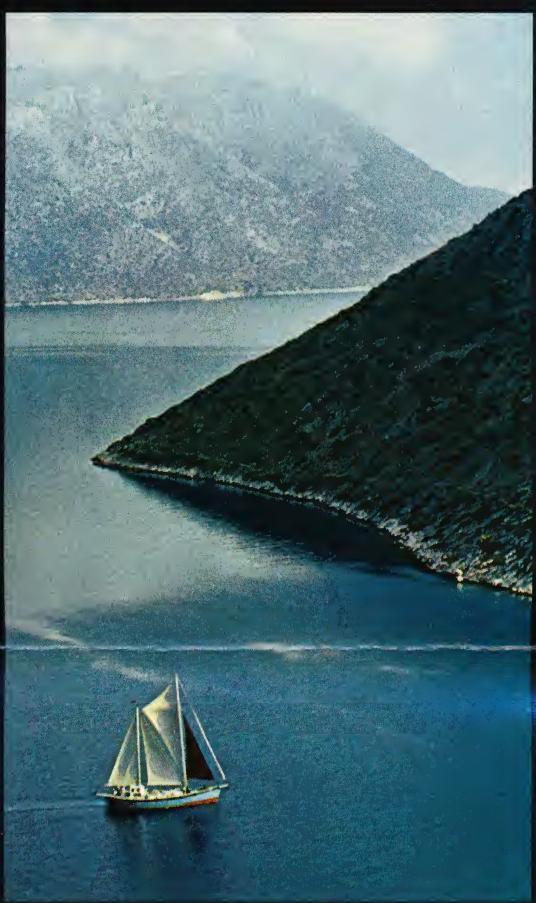
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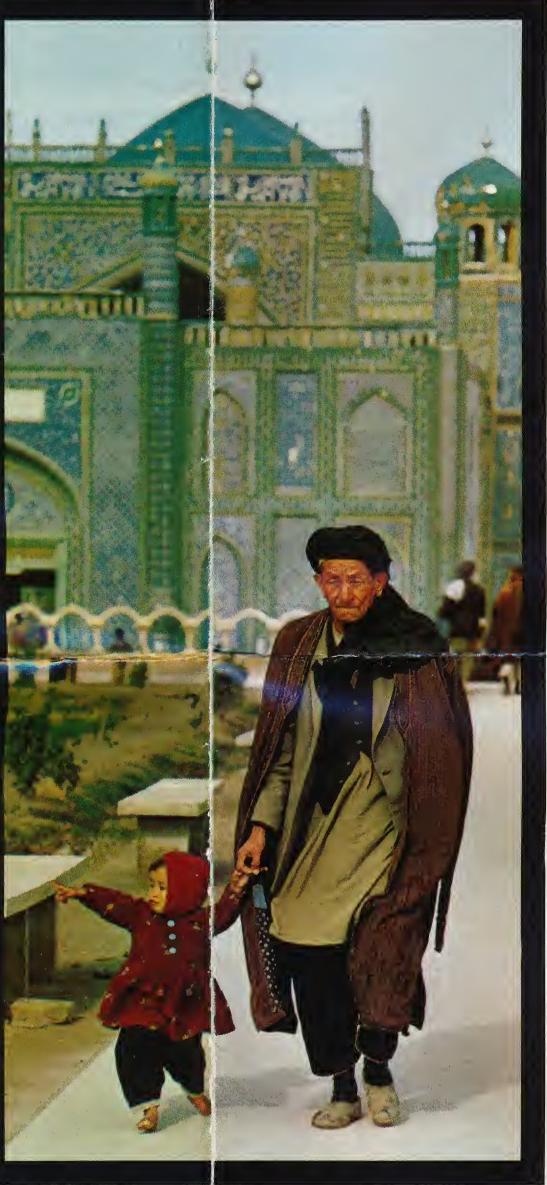
NATIONAL GEOGRAPHIC

**YOU ARE INVITED to become a member
of the National Geographic Society**



THE MAGAZINE . . .

*alive with exciting new family knowledge . . .
aglow with the magic of distant horizons*



MORE THAN six million members receive the golden-bordered NATIONAL GEOGRAPHIC each month. They open it, read it—and almost invariably save it. Somewhere on a home bookshelf it will stay—probably for years—to be referred to again and again until it becomes a familiar friend.

For the GEOGRAPHIC is *written* to last a lifetime. It is much more than just entertainment—much more than some brief-lived carrier of information to be drained and discarded. It is *printed* to last a lifetime. Special inks keep the superlative color illustrations bright and clear for decades.

VERY SOON this year's GEOGRAPHICS will be a golden row of history on millions of shelves. Members will have cruised the depths in a research submarine and crossed the Moroccan desert on a mule—explored Finland, northern Canada, and scores of other intriguing places. They'll know more than they did a year ago about such far-ranging subjects as sharks and flower seeds, forest fires and scorpions.

Society membership will bring the GEOGRAPHIC into *your* home in 1969 to entertain you and to help you better understand the world in which you live.



It will widen you
in fascinating ways.
Patrol track icebergs?
can you find stone-ti
like in Afghanistan an
children's enthusiasm

And, as the mont
growing library of G
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and year out, until it

THE NATIONAL
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You will help to sp
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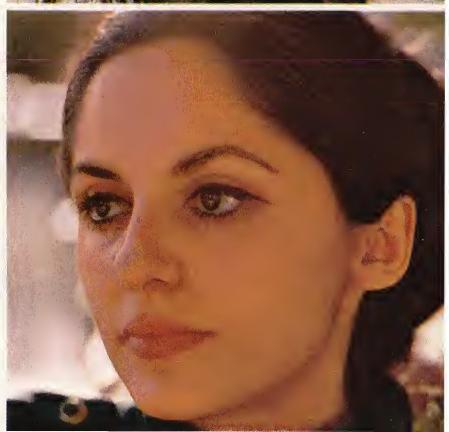
It will widen your children's horizons each month in fascinating ways. *How does the International Ice Patrol track icebergs? Where in this wonderful world can you find stone-throwing birds? What are people like in Afghanistan and Queensland, and Taiwan?* Your children's enthusiasm will match your own.

And, as the months go by and you enjoy your growing library of **GEOGRAPHICS**, you'll soon see why Society members retain their membership year in and year out, until it becomes a lifetime dedication.

THE NATIONAL GEOGRAPHIC MAGAZINE—shining with clear, impeccably accurate, true-life adventures—with the publishing world's most lavish presentation of full-color photographs—is just one reason for membership in this nonprofit scientific and educational organization.

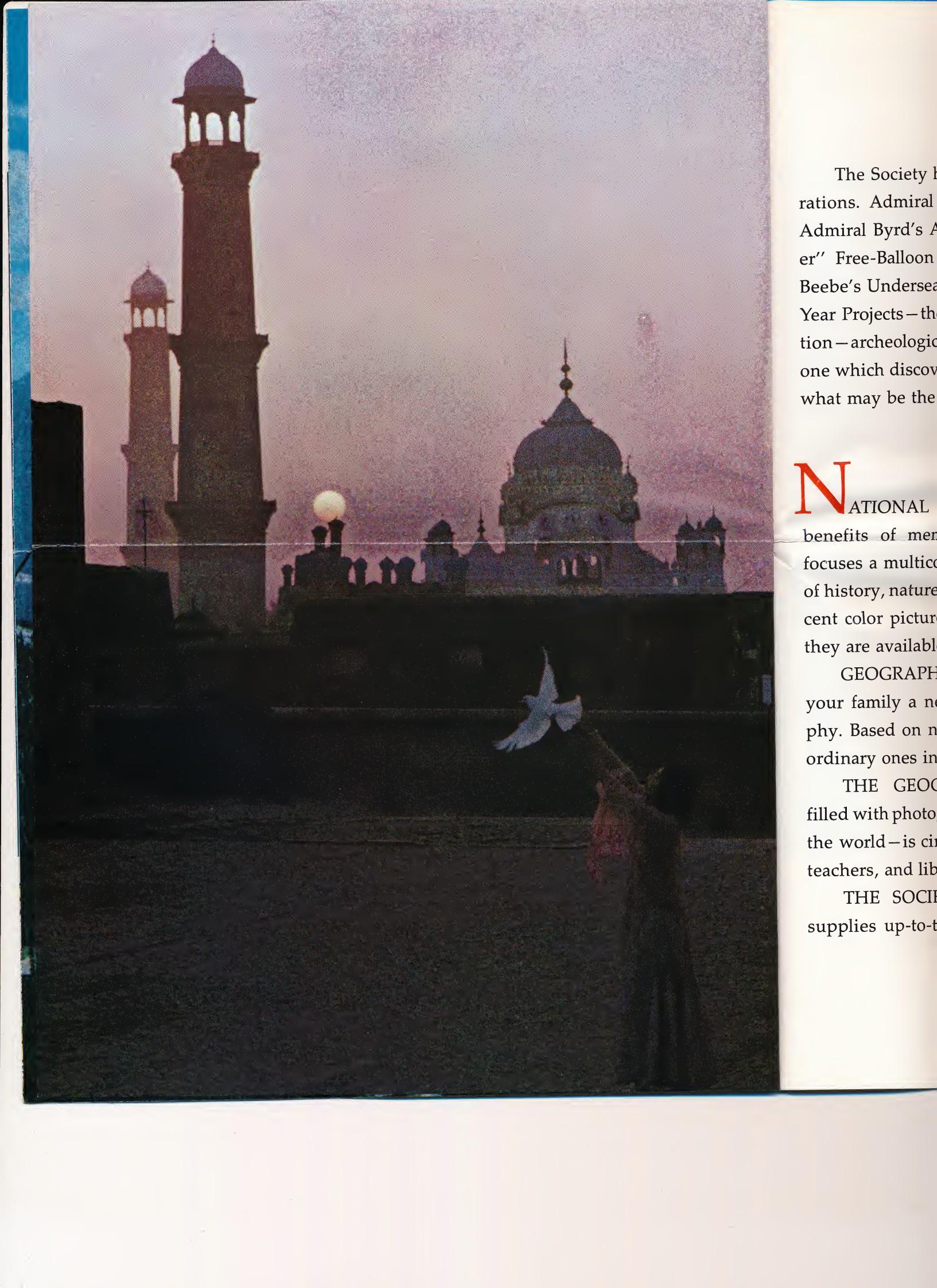
Frequently, special 10-color map supplements come with your magazines. The Society's current plans for 1969 include four handsome wall maps—the moon, Europe, Asia, and the West Indies. Guard these engrossing maps well—for children have a way of carrying them off to school.

You will help to sponsor expeditions and research projects—for, since 1888, the Society's goal has been the increase and diffusion of geographic knowledge and the promotion of research and exploration.









The Society has many important functions and responsibilities. Admiral Byrd's Antarctic expeditions, Admiral Byrd's Arctic expeditions, Admiral Byrd's "Operation Deep Free-Balloon," Beebe's Undersea Research Projects, the International Year Projects—the list goes on and on. One which deserves special mention—archeological research—was one which discovered what may be the

NATIONAL benefits of membership focus a multicolor magazine of history, nature, science, and art. The most recent color pictures of the world are available.

GEOGRAPHIC magazine gives your family a new way to study geography. Based on new methods, it is more interesting than ordinary ones in every way.

THE GEOGRAPHIC magazine is filled with photographs of the world—its cities, its people, its teachers, and libraries.

THE SOCIETY supplies up-to-the-minute information about the world and its people.

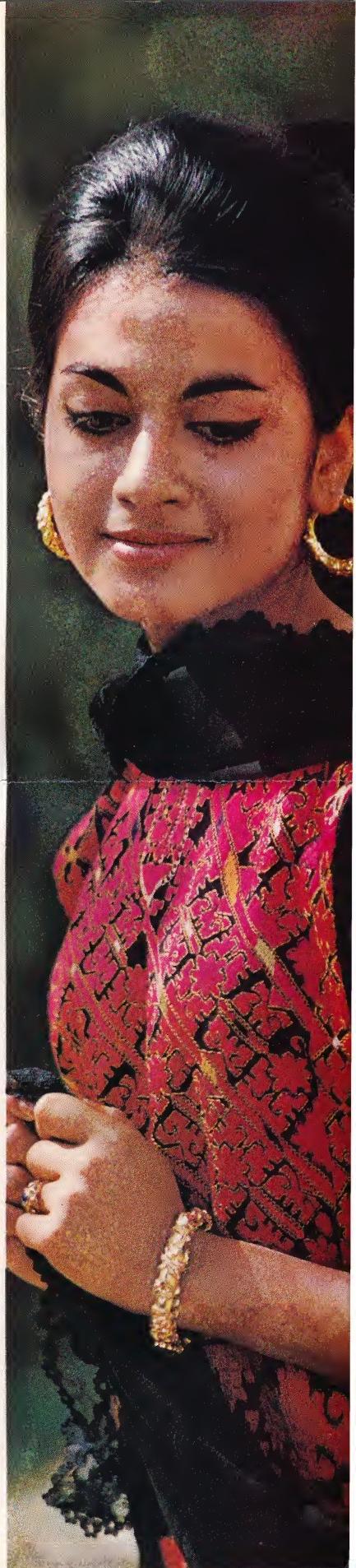
The Society has sponsored more than 440 explorations. Admiral Peary's North Polar Expedition—Admiral Byrd's Antarctic Expeditions—the "Explorer" Free-Balloon Pioneer Stratosphere Flights—Dr. Beebe's Undersea Bathysphere Project—Geophysical Year Projects—the American Mount Everest Expedition—archeological excavations, such as the recent one which discovered in East Africa's Olduvai Gorge what may be the world's earliest man.

NATIONAL GEOGRAPHIC BOOKS are other benefits of membership. Each handsome volume focuses a multicolored spotlight on fascinating areas of history, nature, or geography. Famous for magnificent color pictures and lively, accurate information, they are available at very moderate prices.

GEOGRAPHIC GLOBES AND ATLASES offer your family a new understanding of world geography. Based on new concepts, the globes far surpass ordinary ones in range of uses.

THE GEOGRAPHIC SCHOOL BULLETIN—filled with photographs and stimulating articles about the world—is circulated at less than cost to students, teachers, and librarians.

THE SOCIETY'S NEWS SERVICE DIVISION supplies up-to-the-minute background information



to news outlets and
and listeners focus

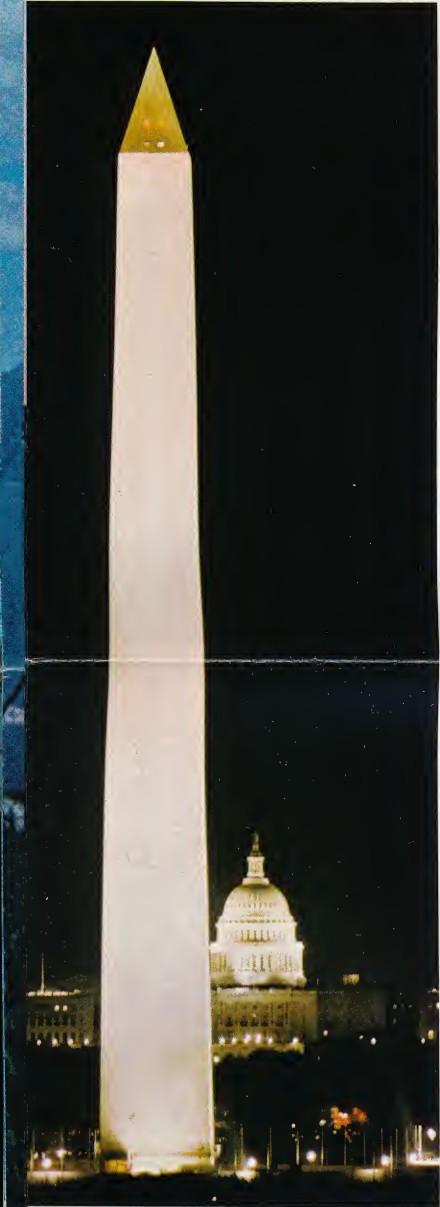
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It is no coincidence among the world's

This is the day



to news outlets around the globe, helping readers and listeners focus clearly upon areas in the news.

Monthly **GEOGRAPHIC** issues—map supplements—the satisfaction of being part of research and exploration projects—the opportunity to buy new **Geographic** publications—the knowledge that your dues help stimulate the education of our youth and add to the accuracy of news dissemination... all these privileges are part of your membership.

Your annual dues—including the **GEOGRAPHIC**—will be only \$7.50. There are no other charges. Where else can you get such value, today, from such a modest investment?

MEMBERSHIP is on a calendar year basis. If you have decided to accept the Society's invitation to become a member, please act promptly—to ensure scheduled delivery of your membership portfolio and early January delivery of your first magazine. So, mail the form and your remittance today. A year of stimulating experiences awaits you.

It is no coincidence that Society members are among the world's most informed people.

This is the day *you* can join them!



NATIONAL GEOGRAPHIC



Experiences are coming
which you will never forget . . .



A THOUGHT FOR CHRISTMAS

*Give a world of
lasting pleasure*

There is unique pleasure in giving a membership in the National Geographic Society, for it expresses your thoughtfulness not just once, but all through the year. Members often present this unusual gift to friends and relatives at Christmas.

With 1969 membership beginning in January, now is the time to arrange gift memberships for friends you may have in mind, and assure delivery of the monthly NATIONAL GEOGRAPHIC MAGAZINE throughout the year. A gift card in your name will be sent from the Society's Washington offices to your friends at Christmastime.

To be sure of pleasing your friends this Christmas, print their names and return this card with the necessary remittance.



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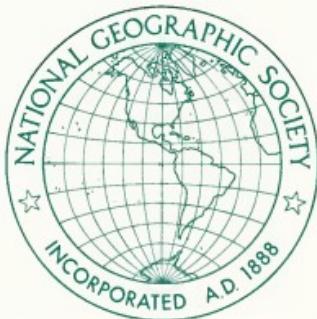
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Membership Acceptance

I accept with pleasure the invitation to become a member of the National Geographic Society. I enclose my check for dues for the calendar year 1969.

MR.

MRS.

MISS

(please print name of an individual only)

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The membership dues (80% of which is designated for the subscription to the National Geographic Magazine) are for the calendar year 1969. Please forward this acceptance with remittance payable to the National Geographic Society, Washington, D.C. 20036

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MEMBERSHIP YEAR 1969